



Simpson Road Redevelopment Plan Final Plan

May 30, 2006

Caram & Associates

In conjunction with

Grice & Associates Marketek Tunnell Spangler Walsh



- Presentation

1. Study Overview
2. Where we are now
3. Summary of previous meeting results
4. Vision, Goals and Objectives
5. Analysis recommendations
6. Implementation and preliminary
7. Next Steps

- Comments/Questions



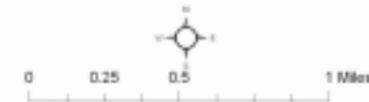
Study Area

- o From Northside Drive to H. E. Holmes Dr.
- o Focus on fronting parcels along both sides of Simpson
- o Use a quarter mile buffer area as context

HE Holmes Dr



Northside Drive



Beltline





The Simpson Redevelopment Plan Update Planning Process

Inventory and Analysis

The collection of data and information pertinent to the decision and policies recommended.

Strengths, Weaknesses, Opportunities, Threats

The assessment of data, observations and understanding of the project area.

Visioning

The collaboration, discussion and formation of ideas with the community is the essential building blocks of the plan.

Goals and Objects

Establishment of the overall direction that will guide the community, policy makers and stakeholders in the future.

Recommendations

The development of public policies that assist in the prioritization and distribution of public and private resources.

Implementation

The action taken by the residents, local, state and federal agencies and the development community to enact the plan.





Demographic Snapshot

Population	3,068
Households	1,153
Population Growth Rate	.20%
Avg. Household Size	2.55
Median Age	31.9
Household Income	\$24,312
Unemployment	27%





Current Estimated Population = 3,068

Forecast: 2006-2031	Total
2011	4,017
2016	5,599
2021	7,181
2026	8,130
2031	9,396



Public meetings

- January 26, 2006 Kick-off meeting
- March 4, 2006 Workshop
- March 22, 2006 Preliminary recommendations
- April 12, 2006 Draft Plan Presentation
- **May 30, 2006 Final Plan Presentation**

Other

- Advisory committee meeting (Completed)
- Focus group meeting (Completed)
- Stakeholder interviews (Completed)



Kick-off Meeting

- Overview of Simpson Corridor
- Initial Assessment of the Corridor
- Opinion Survey
- Preference Survey



Workshop/Charrette

A five hour intense work session that gave residents the opportunity to discuss their opinions of the following development themes for the Simpson corridor:

- Land Use/Urban Design
- Housing
- Streetscape
- Transportation
- Retail/Commercial Development
- Parks and Open Space



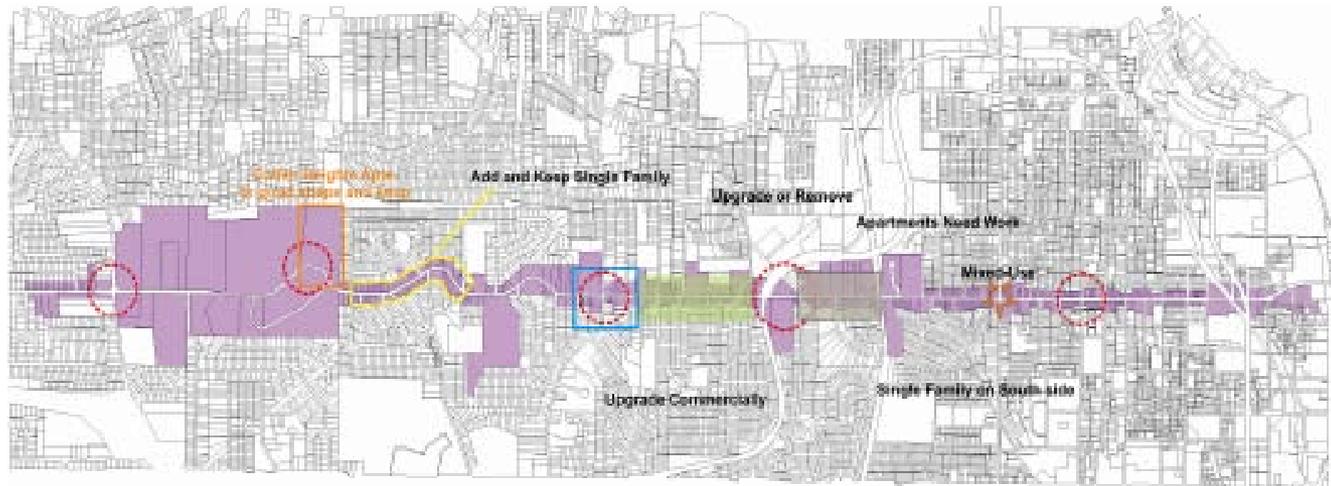
Vision Statement

Simpson Road will evolve into a vibrant Urban Corridor that integrates land use, urban design and mobility. It will serve three major roles: a community builder, a people-friendly public space and a route for diverse modes of travel.



General Results from Workshop

Simpson Rd Redevelopment Update Plan Workshop Results



Dangerous Intersections

No Billboards Anywhere

Sidewalks and Bike Paths
from Holmes to Northside

Landscaping from Holmes to
Northside

No Mixed Uses other than indicated
at Lowery and Simpson



0 0.25 0.5 1 Miles



Goals and Objectives

Land Use

Goals –

The development of a land use pattern that allows for a rational and efficient use of property.



Zoning

Goal -

Develop zoning regulations that reflect the desired scale, character and compatibility with surrounding neighborhoods of Simpson corridor.



Urban Design
Goals -

Protect and improve the desirable image and character of the corridor and activity centers.





Economic Development

Goals -

Promote economic development in the Simpson corridor area.





Housing

Goal -

Improve housing and neighborhood quality





Environmental

Goal -

Create a safe environment for residents and visitor



Transportation and Circulation

Goal –

Enhance the pedestrian environment by making walking safe and convenient



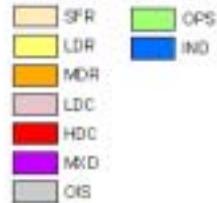
Recommended CDP Land Use Amendments

Proposed Future Land Use Changes



Existing and Proposed Future Land Uses

Current Future Land Use

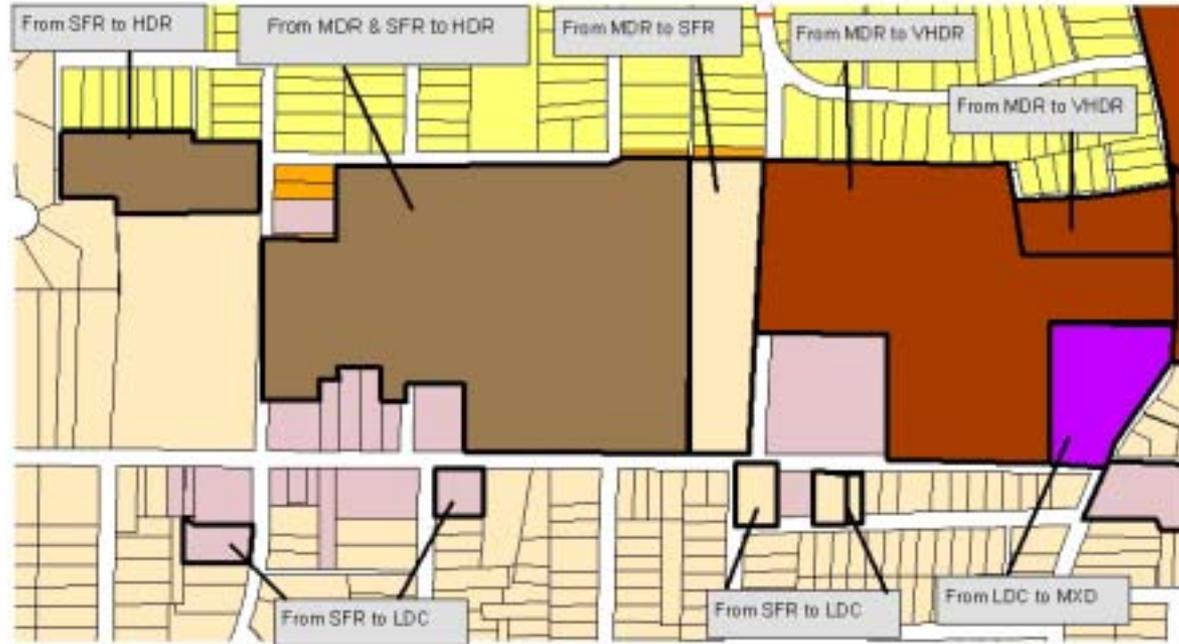


Proposed Future Land Uses





Proposed Future Land Use Changes



Existing and Proposed Future Land Uses

Current Future Land Use



Proposed Future Land Uses





Proposed Future Land Use Changes



Existing and Proposed Future Land Uses

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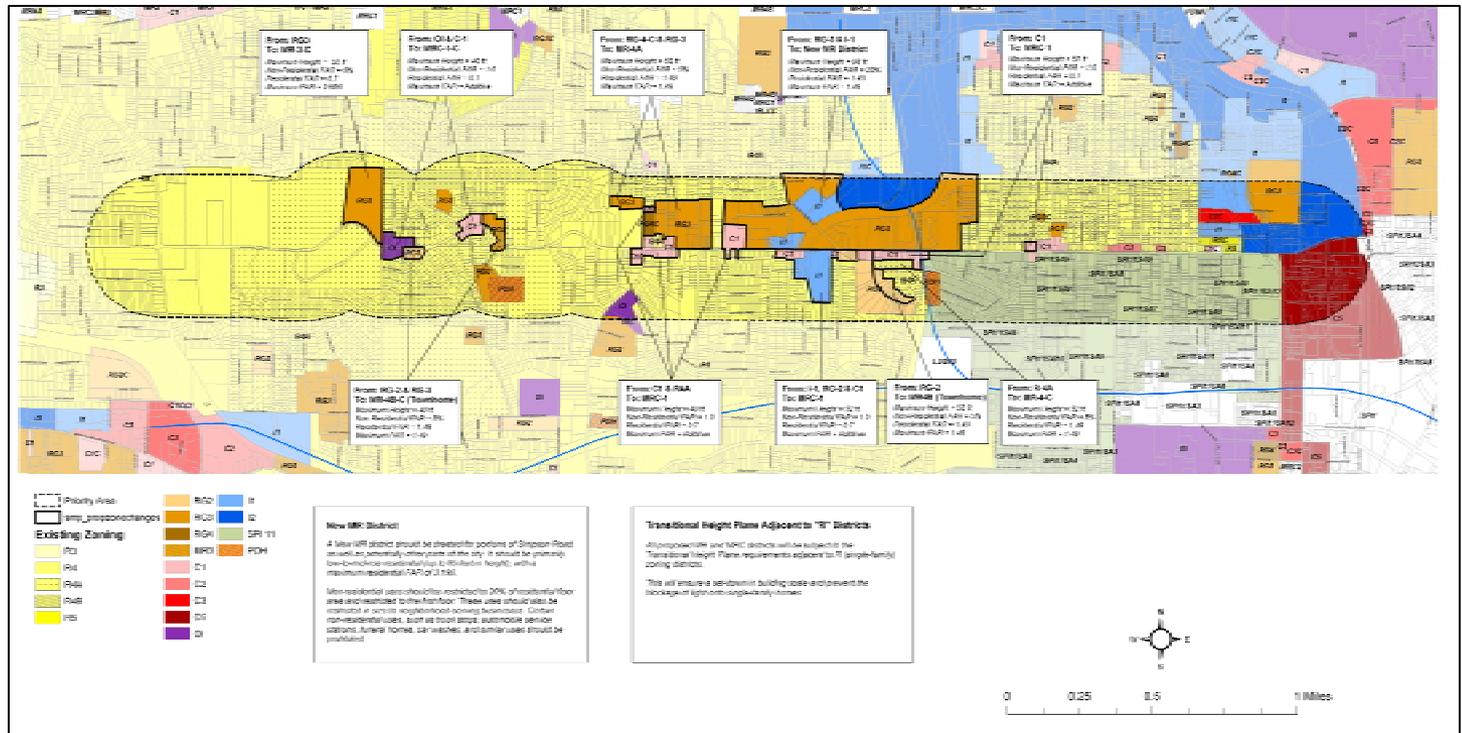


Proposed Future Land Uses



Recommended Zoning Map Amendments

- Enact zoning designations that support the land use vision
- Utilize amended “Quality of Life” zoning districts



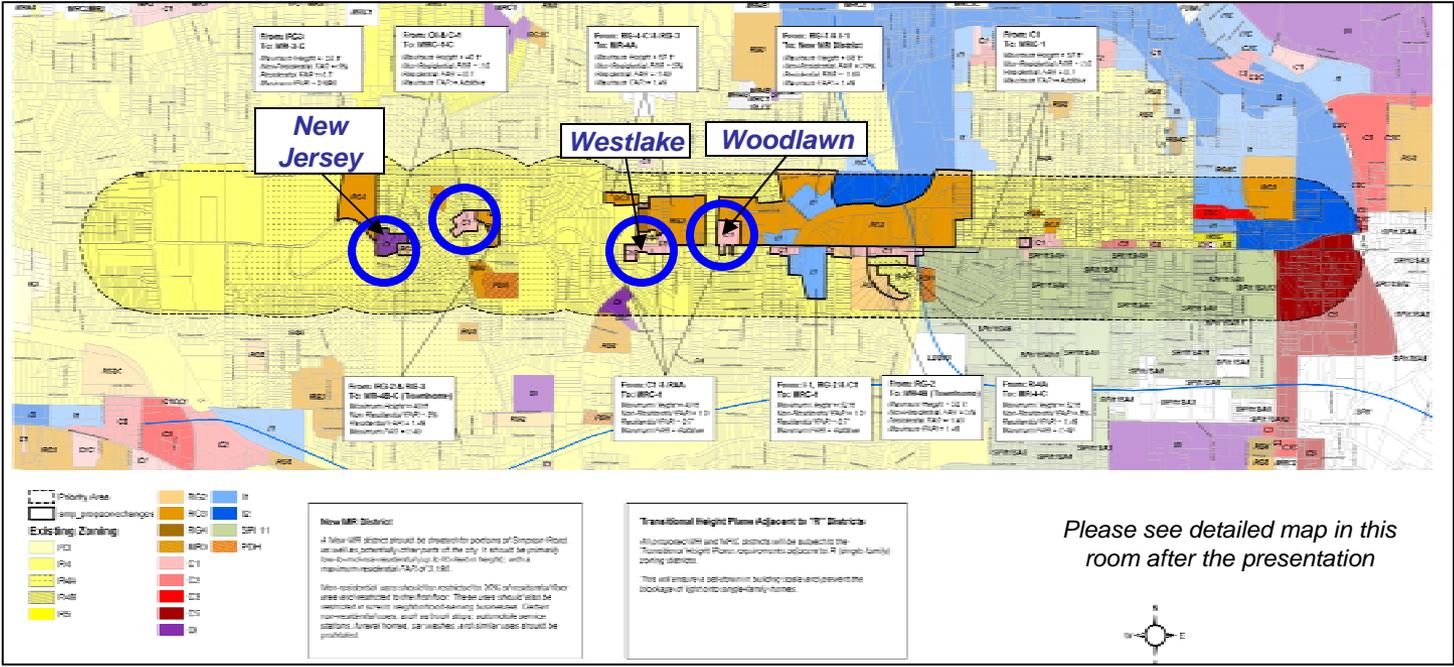
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Strengthening Neighborhoods Street by Street

Please see detailed map
in this room after the
presentation

Zoning 0 to 12 months



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Small Commercial Nodes:

- From: C1 & O1
- To: MRC-1
- Equal density, less height!

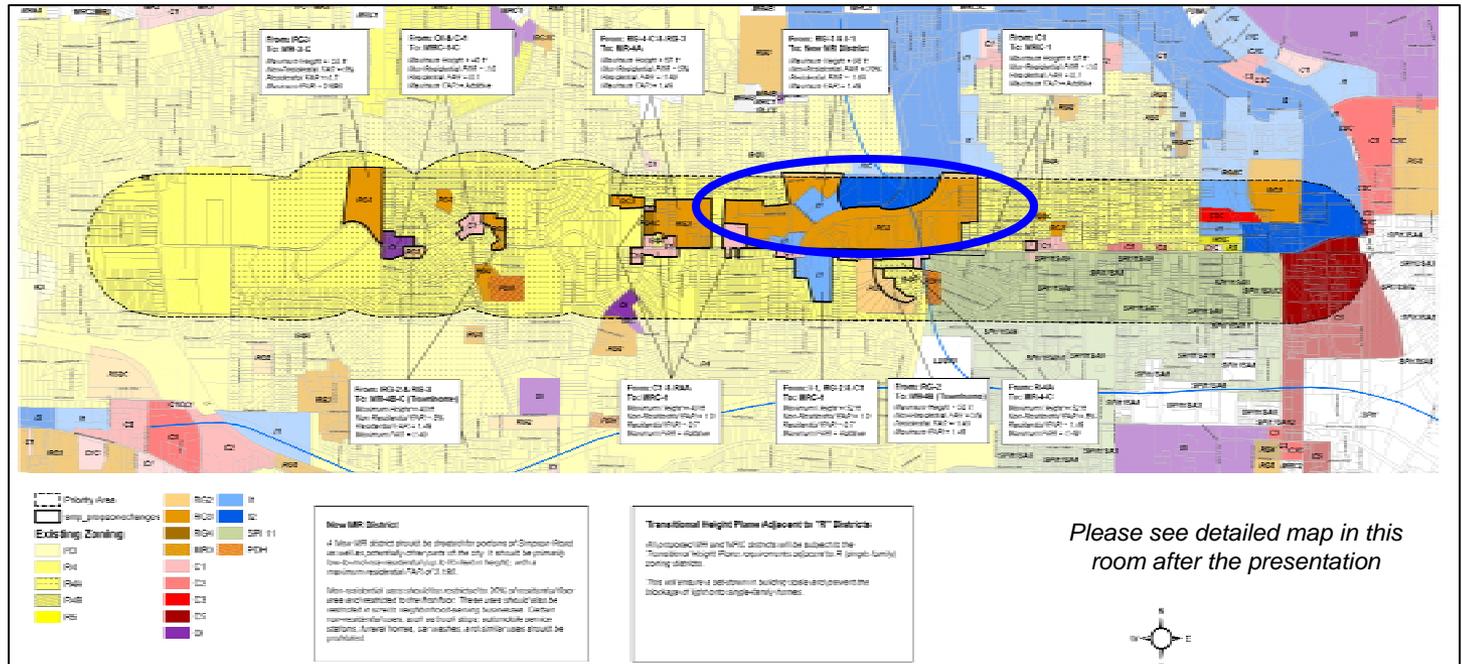
	Existing	Proposed
	C-1	MRC-1
FAR-Total	2.696	2.7
FAR-Residential	0.696	1.7 w/bonus
FAR-Non-Residential	2	1
Maximum Height	Unlimited	40 ft
Front Setback	10 ft	0 or 5 ft
Sidewalk Width	None	15 ft



Strengthening Neighborhoods Street by Street

Zoning 0 to 12 months

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Other Mixed-Use Areas:

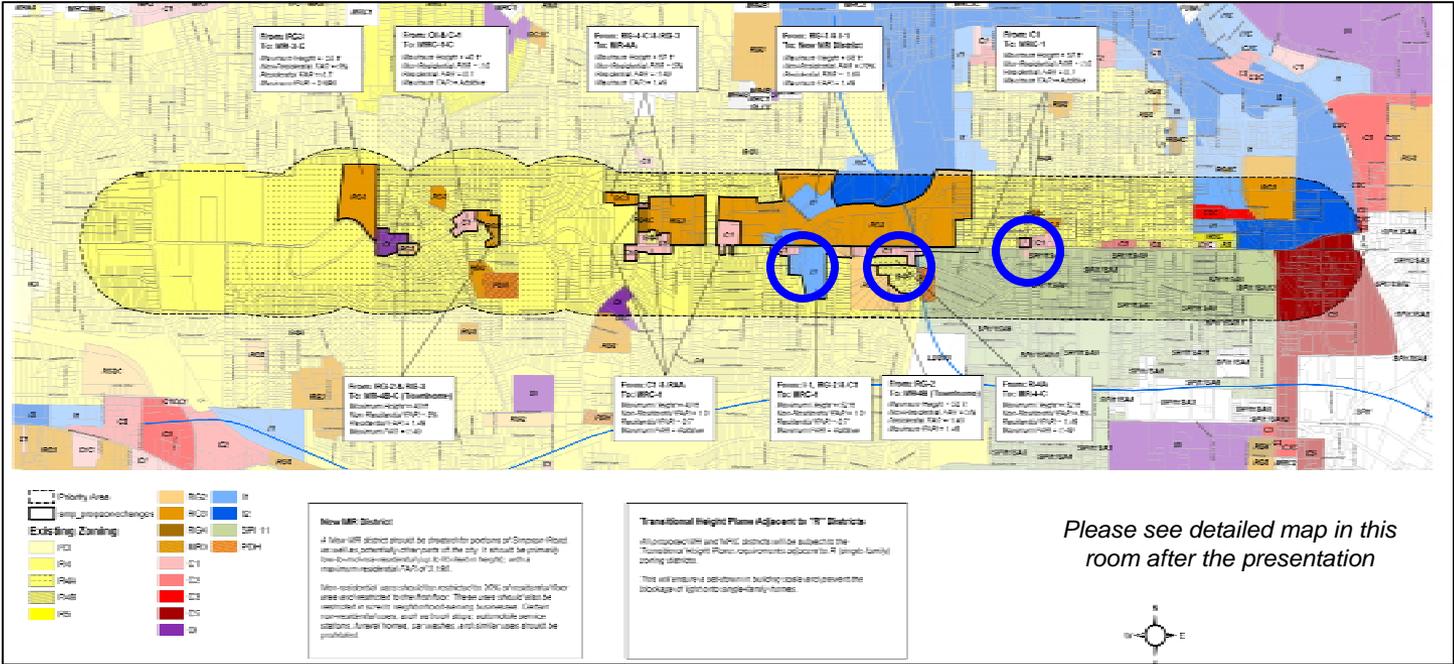
- From: I1 & RG-3
- To: New MR
- More neighborhood commercial

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Strengthening Neighborhoods Street by Street

Zoning 0 to 12 months



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Strengthening Neighborhoods Street by Street



Urban Design and Historic Resources

- **Urban Design Projects and Policies:**
 - *Establish a clearly defined sense-of-place for the Study Area*
- **Historic Resources Projects and Policies:**
 - *Preservation and renovation of the Study Area historic resources to create the base to the restoration of a walkable and safe environment*



Urban Design - Policies

- **Enhance the sense of place along Simpson Road by establishing unique character areas along it**

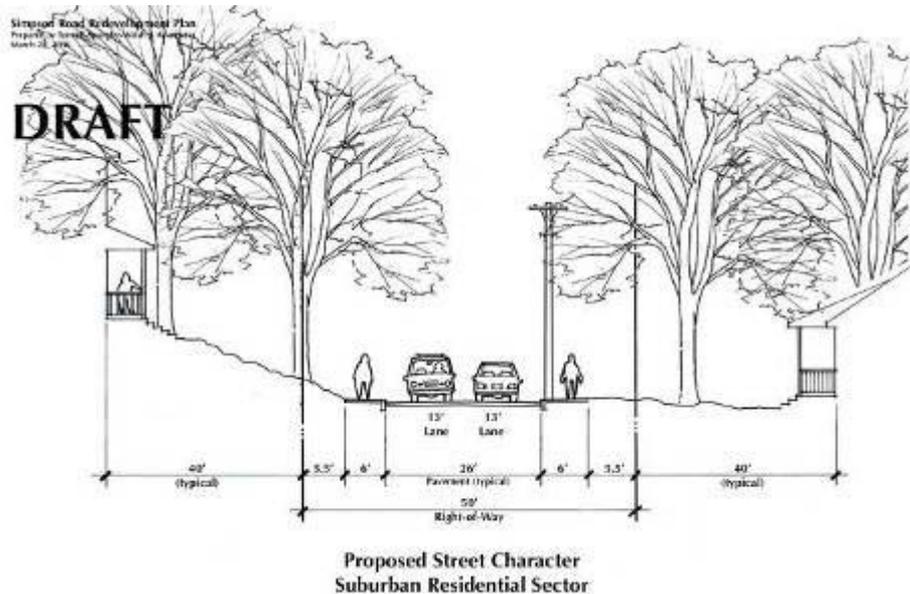
From a design point of view, the diverse character of different parts of Simpson Road should be preserved and enhanced. This study proposes breaking the corridor into four different character areas.



Urban Design - Policies

Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *Suburban Residential Sector (west of West Lake Ave.)*



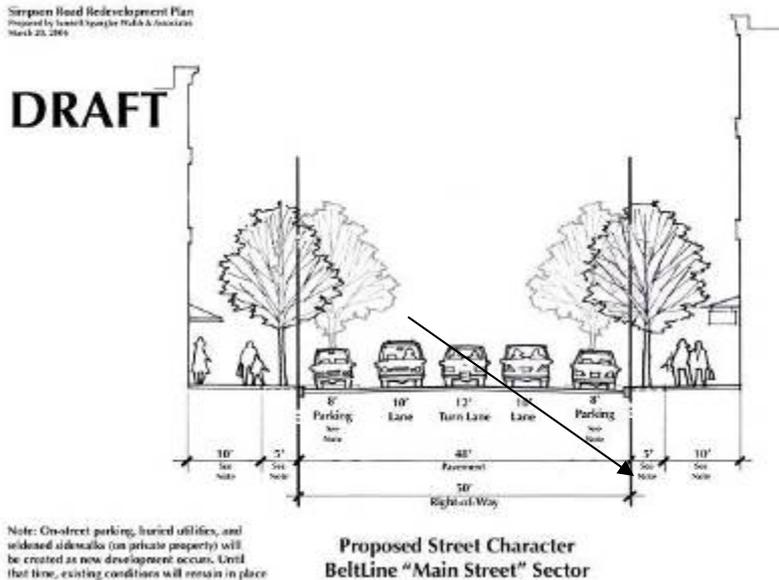
- ✓ Big setbacks
- ✓ Single-family character and scale
- ✓ Big street trees



Urban Design - Policies

- Enhance the sense of place along Simpson Road by establishing unique character areas along it

- "Main Street" – West Lake Avenue and BeltLine



- ✓ Small setbacks
- ✓ Mixed-use
- ✓ Wide sidewalks with development
- ✓ Future on-street parking
- ✓ Future "bulbouts" by parking
- ✓ Max. 3 floors at Westlake
- ✓ 4 – 7 floors at BeltLine



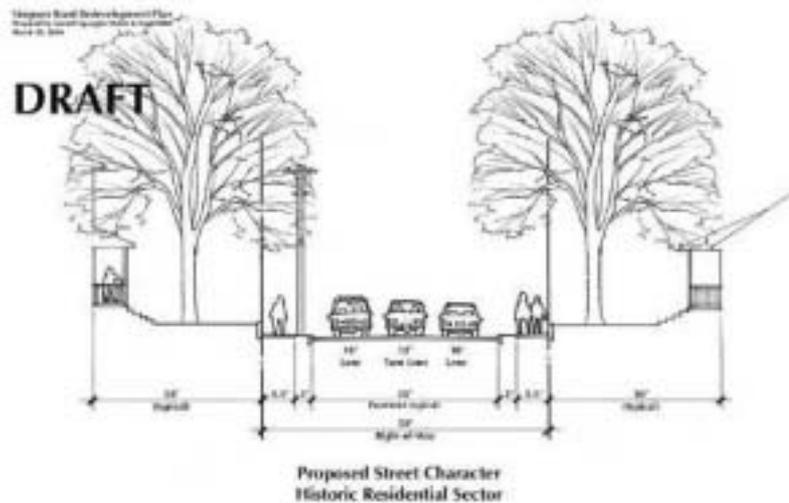
A landscaped "bulbout"



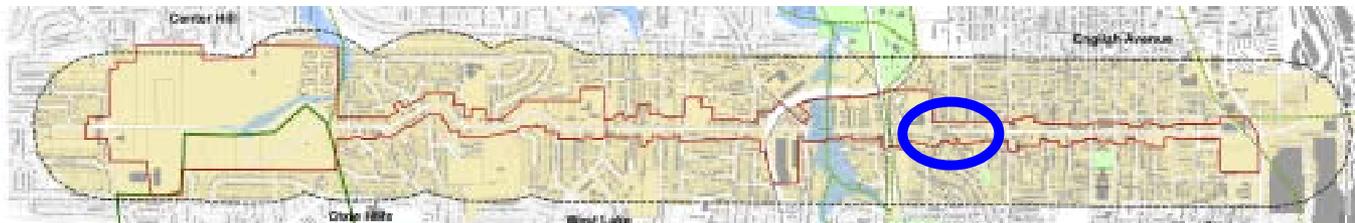
Urban Design - Policies

- Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *Historic Residential Sector (east of Temple Street)*



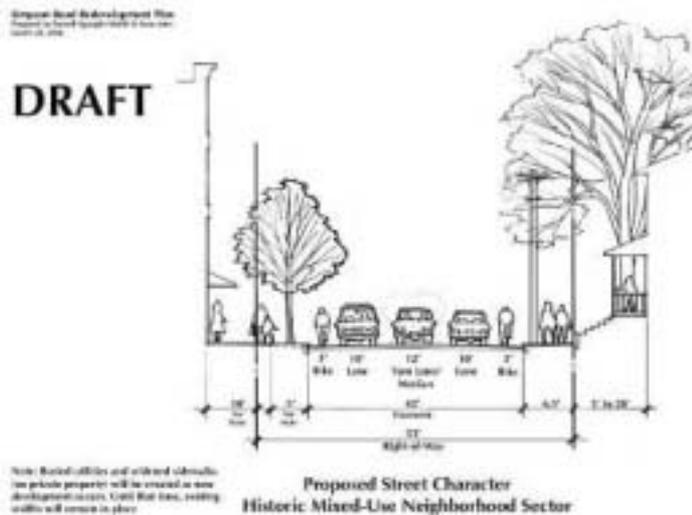
- ✓ Big setbacks
- ✓ Preserved homes
- ✓ Existing sidewalks
- ✓ Single-family scale



Urban Design - Policies

- Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *Historic Mixed-Use neighborhood Sector (from Joseph E. Lowery to Northside Drive)*



- ✓ Small setbacks
- ✓ Mixed-use
- ✓ Wide sidewalks with development
- ✓ Heights as recommended by English Ave and Vine City Studies



Urban Design - Policies

- **Apply Quality of Life Zoning design requirements to all development/redevelopment projects.**
- **Encourage area residents to participate in citywide efforts to establish standards for neighborhood infill development.**
- **Employ Crime Prevention Through Environmental Design (CPTED) principles to reduce opportunities for crime:**
 - *Limit dead end streets and pedestrian ways*
 - *Orient buildings towards the street*
 - *Provide access control to individual buildings without created "gated communities"*
 - *Ensure proper maintenance of buildings and landscaping*



Urban Design - Policies

- **Provide buildings heights that do not overwhelm the street or adjacent neighborhoods**
- **Ensure that new buildings respect the pedestrian and sense of place**
 - *Require buildings to define the public street*
 - *Ensure that balconies, porches, etc. provide articulation but not destroy the delineation of the street*
 - *Prohibit parking and blank walls adjacent to the street*



Urban Design

- In all commercial or mixed-use areas:
 - *Provide roofs that appear horizontal from the street.*
 - *Encourage continuous sidewalk-fronting storefronts.*
 - *Prohibit clapboard, vinyl or hardiplank siding facing the street.*

*Horizontal
Roof*

*Rear
Parking*

*Brick with
Storefronts*

*Continuous
Buildings*

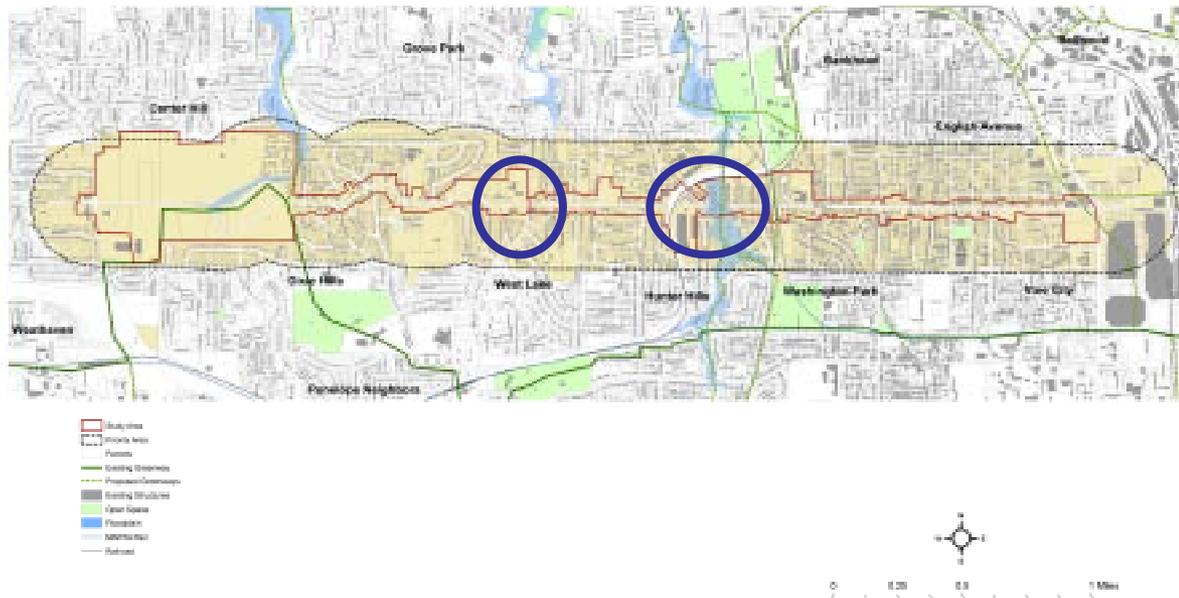


Urban Design

- Ensure that new development are coordinated to form a single “place,” rather than a collection of isolated developments.

Strengthening Neighborhoods Street by Street

Simpson Rd. Redevelopment Plan Update Project Area Urban Design Analysis





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Atlanta
Georgia

Site Plan: New Jersey & Anderson Ave. Nodes



New Jersey Ave. Node

31 Townhomes
10,800 Sq. Ft. Neighborhood Commercial
5 Live Work Units

Anderson Ave. Node

34 Townhomes
19,000 Sq. Ft. Neighborhood Commercial
8 Live Work Units



Urban Design - Policies

- Support the creation of a mixed-use town center around the proposed BeltLine Transit Station



- Multifamily 6-7 stories and townhomes north of Simpson Road
- Multifamily 3-4 stories and townhomes south of Simpson Road – transition to single-family neighborhoods
- Grocery Store (35,000 square feet)

Townhomes	113 units*
Single-Family	5 units*
Multifamily	2,380 units*
Retail	100,000 sq. ft.

* Includes 500 workforce units



Urban Design - Policies

- Support the creation of a mixed-use town center around the proposed BeltLine Transit Station



- Ensure that redevelopment sites within the likely flood zone are raised with redevelopment
- Turn developed areas within 75 feet of Proctor Creek into open space
- Restore Proctor Creek to a more natural state (remove concrete)



Urban Design - Policies

- Support the creation of a mixed-use neighborhood commercial center at West Lake Avenue.

- Single-family facing Simpson Road
- Pocket park on the southwestern corner of Simpson Road and West Lake Avenue

Townhomes	15 units*
Single-Family	18 units*
Retail	25,000 sq. ft.

* Includes 20% workforce units



Urban Design - Projects

Provide pocket parks and plazas at key locations:

- *Southwest corner of West Lake Avenue – pocket park (0.25 acre)*
- *BeltLine transit station – plaza (0.25 acre)*
- *Realignment of Chappell and Mayson Turner Roads*
- *As recommended by English Avenue and Vine City plans*



Historic Resources - Policies

- **Target Simpson Road for Owner Occupied Rehabilitation Program as a means of preserving historic homes**
 - *For homeowners*
 - *For “Substandard” and “Deteriorated” structures*
 - *For major code violations (HVAC, plumbing, electric, structure)*
- **Encourage owners of historic income producing properties (businesses and apartments) to use existing historic preservation incentives**
 - *Property Tax Abatement (may not be used in TAD area)*
 - *State Income Tax Credit*
 - *Federal Rehabilitation tax Credit*

Before and after photos
from Edonton, SC

*Courtesy Preservation North
Carolina*



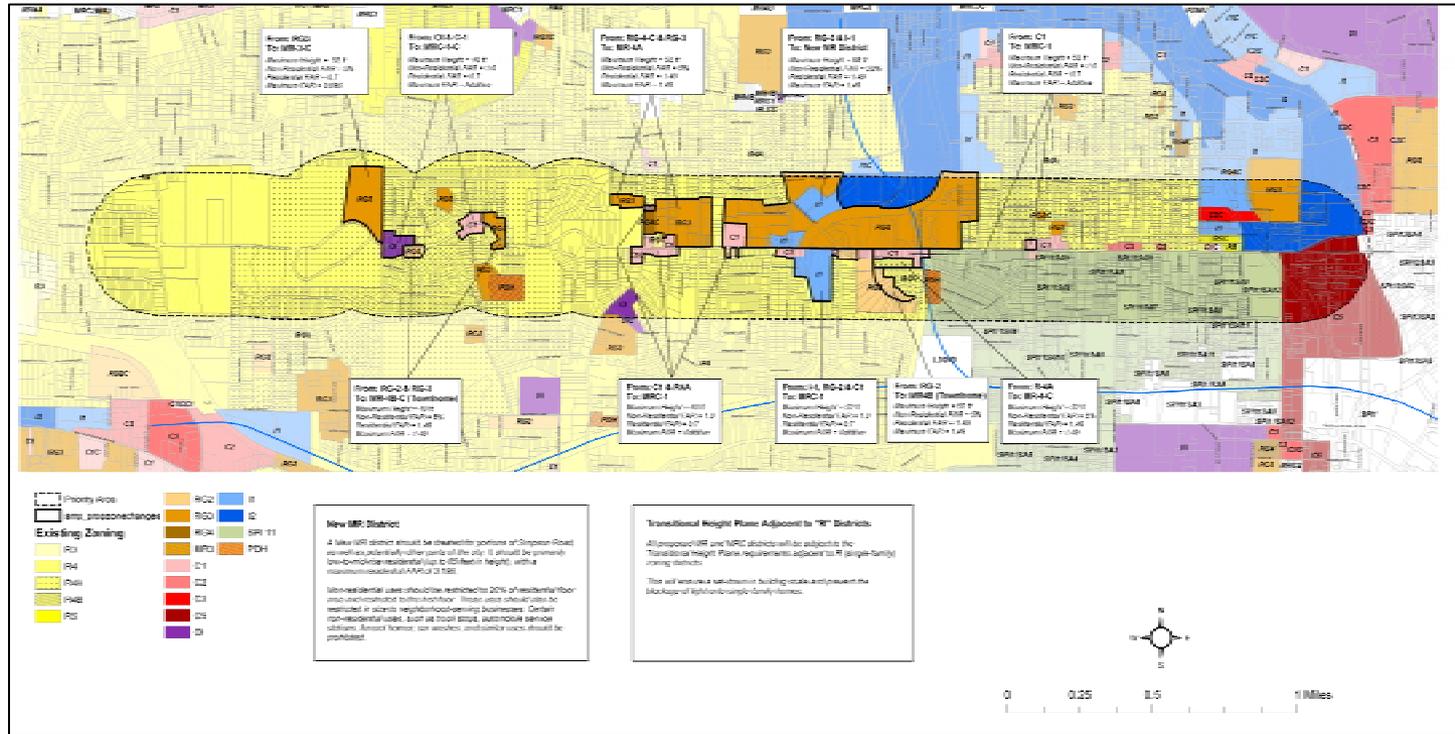
Historic Resources - Projects

- Implement a historic marker program for Simpson Road
- Perform a historic building inventory of the Dixie Hills neighborhood to gauge its potential future designation as a local historic district



Zoning

- Enact zoning designations that support the land use vision
- Utilize amended “Quality of Life” zoning districts

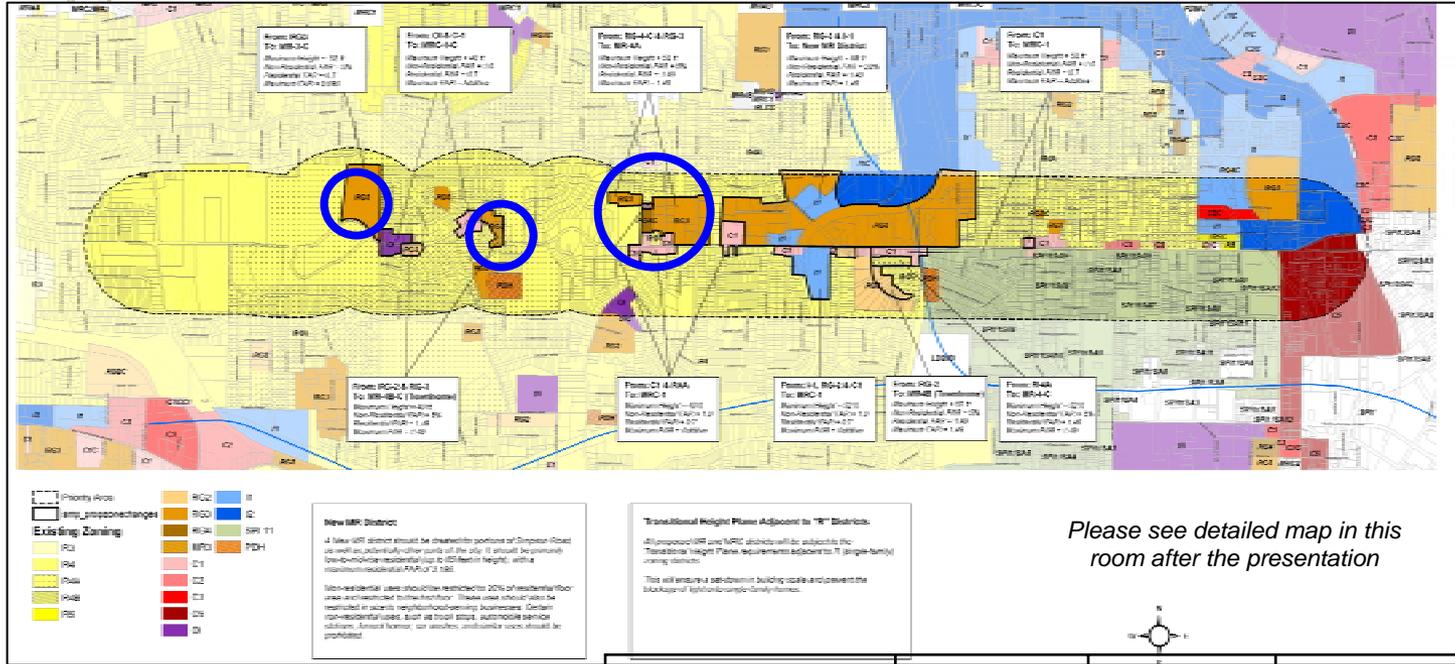


Please see detailed map in this room after the presentation





Zoning 1 to 6 months



Please see detailed map in this room after the presentation

Existing Multifamily:

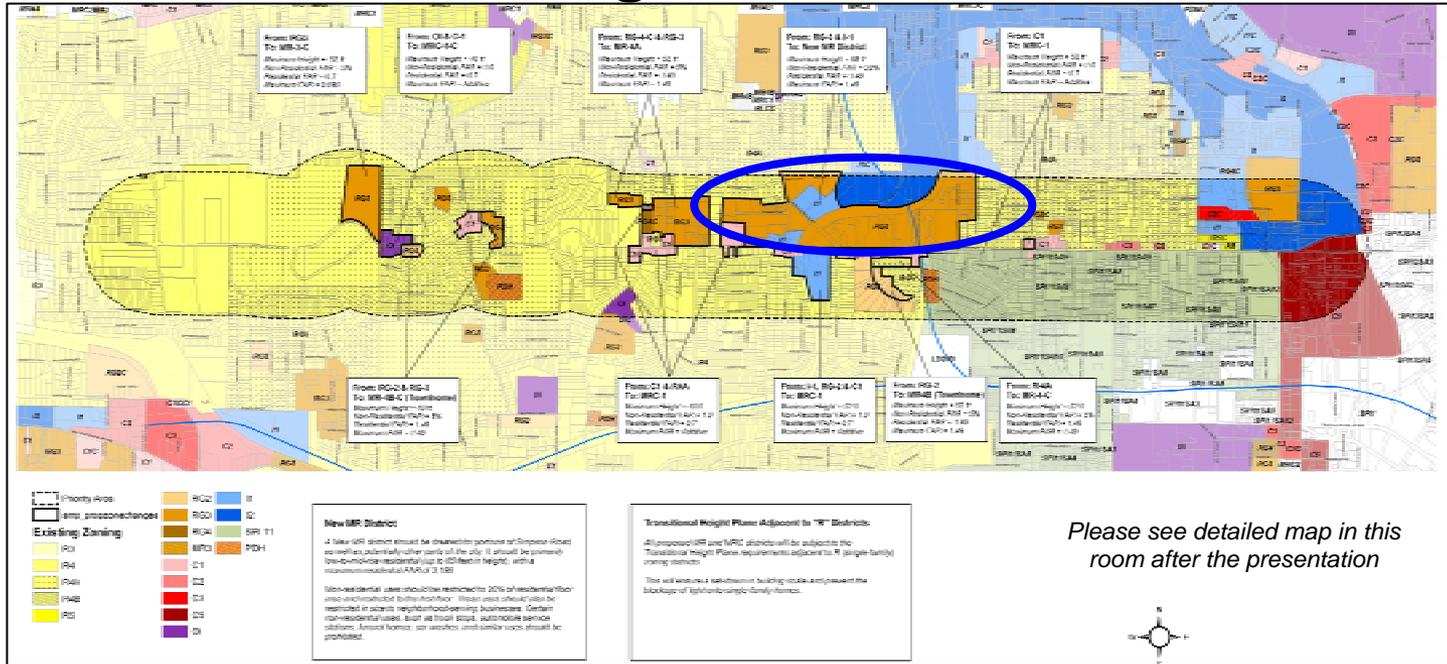
- From: RG-3 & O1
- To: MR-3-C & MR-4B or A
- Better design
- Less height!

	Existing	Proposed	Proposed
	RG-3	MR-4A or B	MR-3-C
FAR-Total	0.696	1.49	0.696
FAR-Residential	0.696	1.49	0.696
FAR-Non-Residential	5%	5%	5%
Maximum Height	Unlimited	52 ft	52 ft
Front Setback	40 ft	5 ft	5 ft
Sidewalk Width	None	11 ft	11 ft





Zoning 1 to 6 months



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Other Mixed-Use Areas:

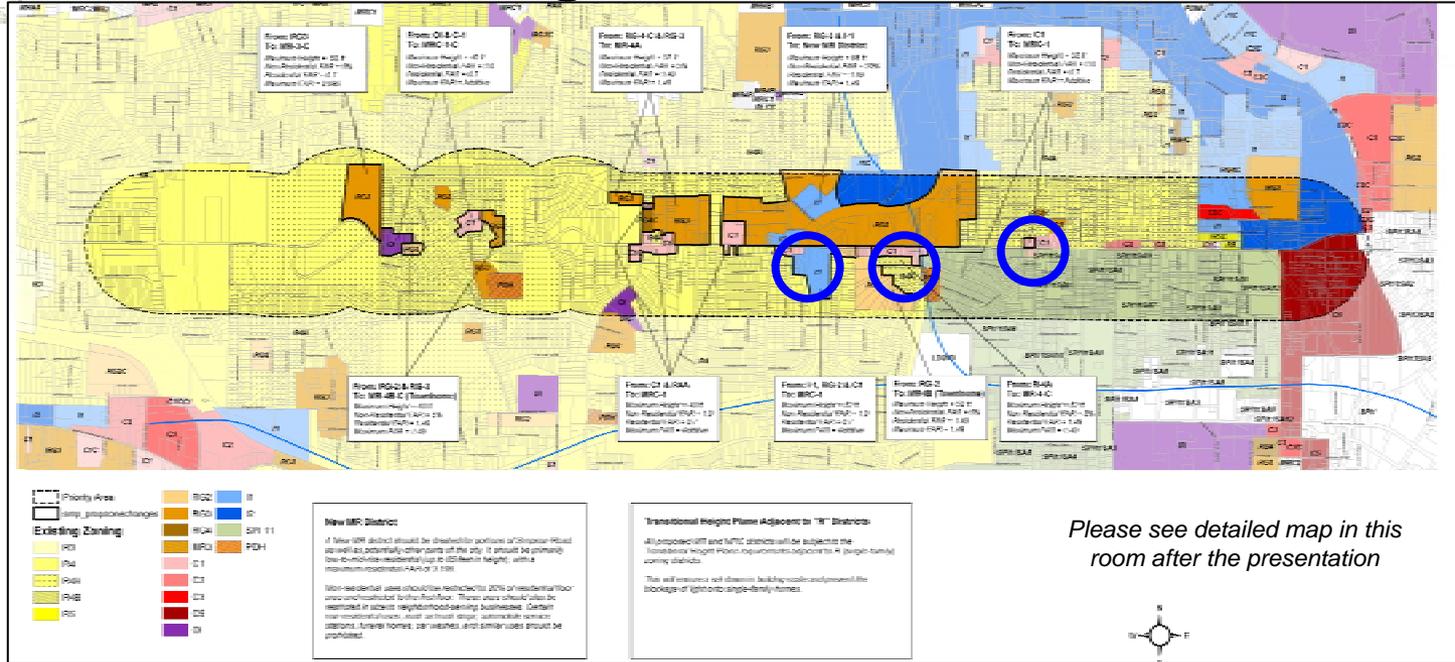
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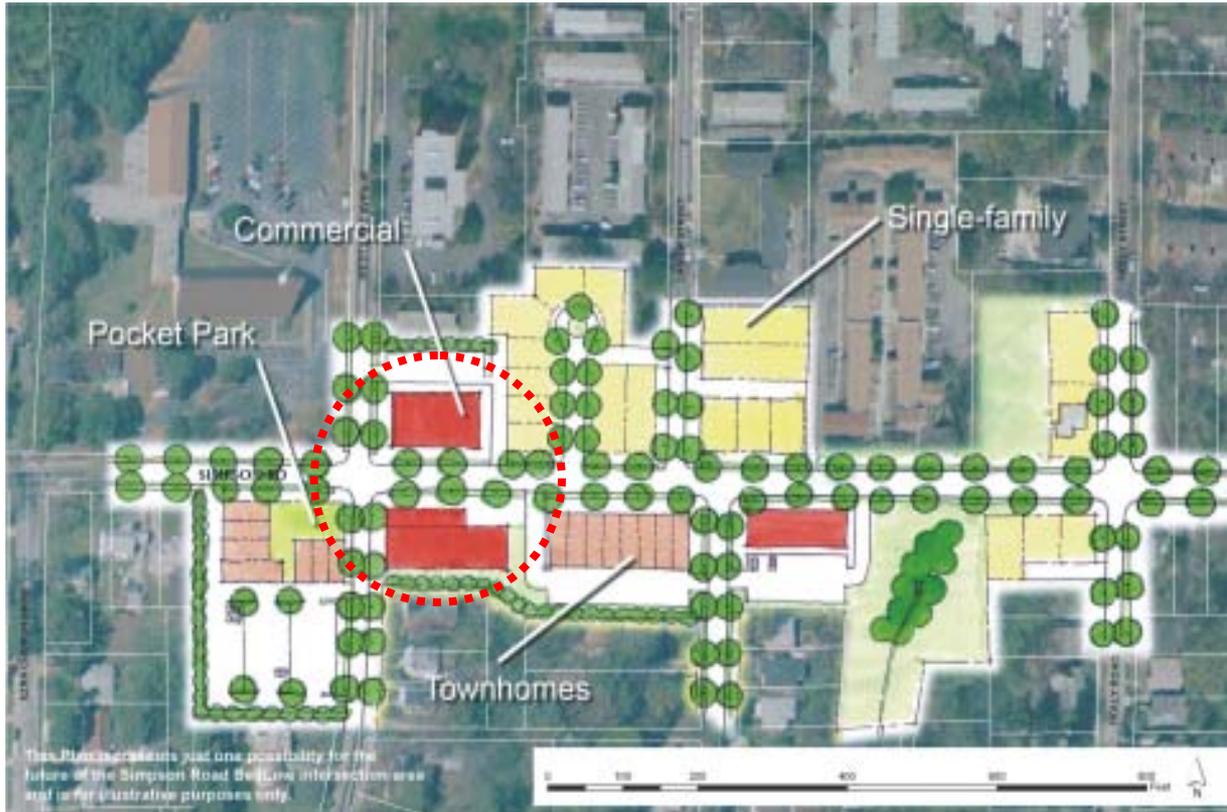


Commercial Development Implementation



A 30,000 sq ft grocery store and mixed use development are the cornerstones of the Chappell/ Bellline Redevelopment node.





Convenient retail services will require a more creative finance packaging for the more “mom & pop” type stores.





City of
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Georgia

Commercial Development Implementation Tools

Potential Combination of Economic Development Tools for a Retail Project:

Urban Enterprise Zone

+

Phoenix Loan Program

+

Welfare to Work Tax Credit

Commercial Development





City of
Atlanta
Official

Commercial Development Implementation Tools

Beltline Tax Allocation District Bond Funds

+

Assortment of Job Tax Credits

+

Commercial Revitalization Deduction

30,000 Square Foot Grocery Store





City of
Atlanta
Georgia

Current Total Employment = 5,160

Year	Commercial	Office/Industrial	Total
2011	2,643	2,754	5,397
2016	2,948	2,844	5,792
2021	3,252	2,934	6,186
2026	3,435	2,988	6,423
2031	3,679	3,060	6,739





City of
Atlanta
Georgia

Implementation Tools for Housing Development

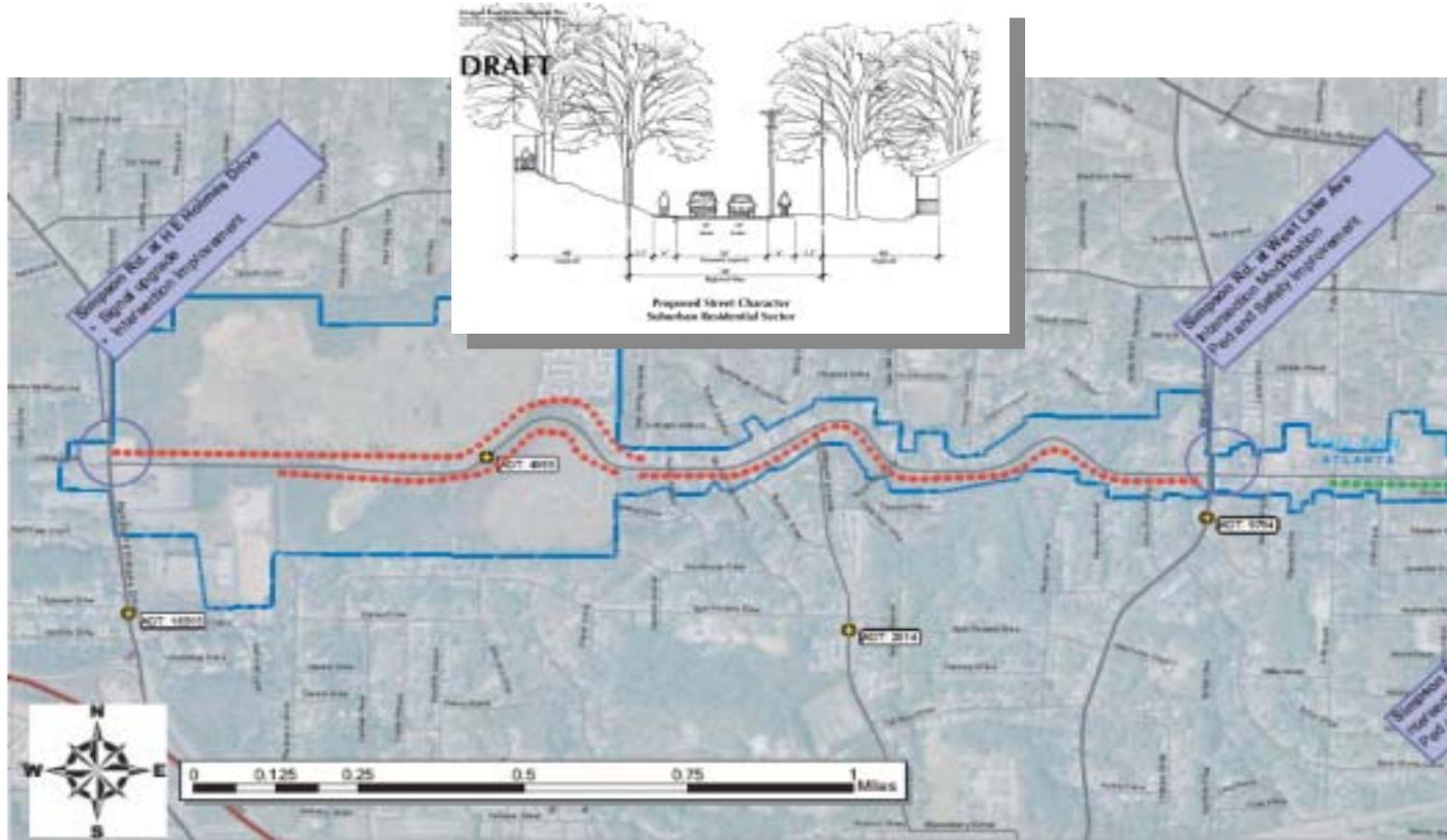
- **Urban Enterprise Zone – Housing**
- **Westside Tax Allocation District**
- **Beltline Tax Allocation District**
- **Urban Residential Finance Authority (URFA)**
- **20% Federal Tax Credit for Historic Preservation**
- **Atlanta Housing Rehabilitation Programs**
- **Community Development Housing Organizations**





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GA

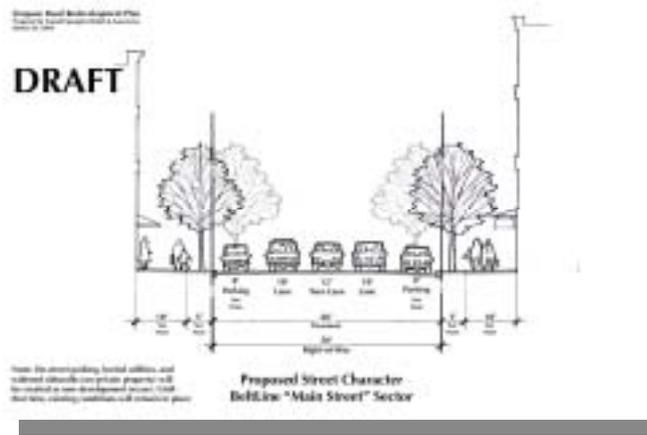
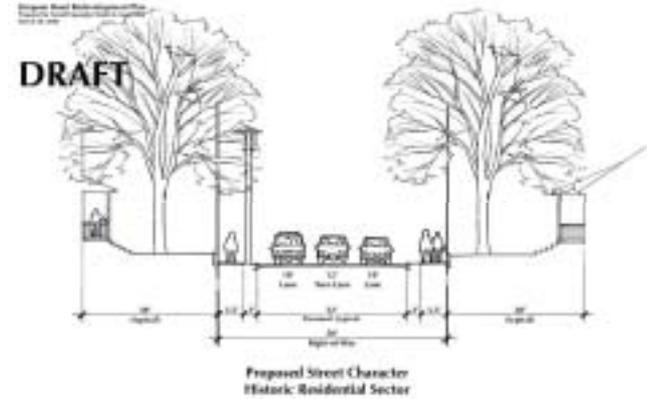
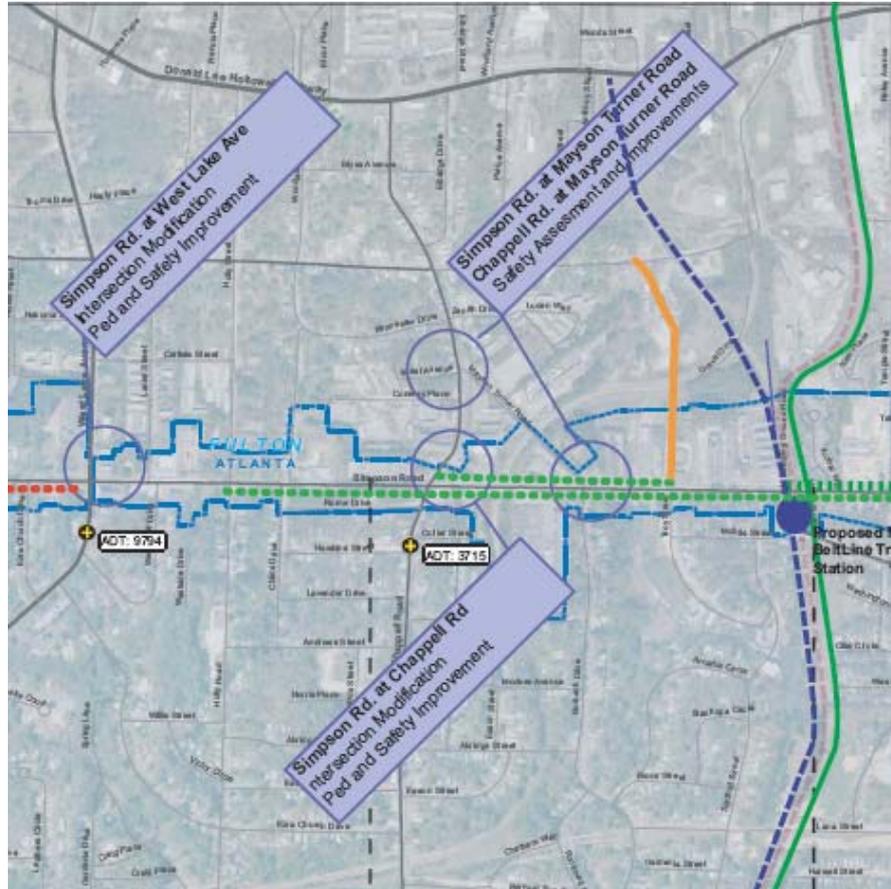
Recommended Transportation Improvements Suburban Residential Sector HE Holmes Dr. to Holly Dr.



Recommended Transportation Improvements

Historic BeltLine Sector

Chappell Rd. to BeltLine



Proposed Intersection Modifications (Simpson Rd & Chappell Rd)





City of
Atlanta
Georgia

Simpson Rd Implementation Schedule

General Land Use and Zoning

1. Comprehensive Development Plan Amendment
2. Zoning Map Amendment

2nd Quarter
2007

3rd Quarter
2007





Second Final Draft Report June, 2006

Please watch in the mail for the announce date and time of the second final meeting

For more information you may go to
www.atlantaga.gov/simpson.aspx

Or call Ms. Jia Li at (404) 330-6961

